

REMARKS/ARGUMENTS

Claims 1-3, 5-10, 12-17, and 19-21 are currently pending. Applicants have amended claims 1, 8, and 15. No new matter has been added as a result of these amendments.

Claims 1, 2, 6-9, 13-16, and 20-21 stand rejected under 35 U.S.C. §102(c) as being anticipated by Bimson et al. (U.S. Patent Application Publication No. 2002/0046244).

Claims 3, 10, and 17 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Bimson.

Claims 5, 12, and 19 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Bimson in view of Moore et al. (U.S. Patent Application Publication No. 2001/0049672).

Reconsideration in view of the foregoing amendments and the following remarks is respectfully requested.

Rejections under 35 U.S.C. §102

Claims 1, 2, 6-9, 13-16, and 20-21 stand rejected under 35 U.S.C. §102(c) as being anticipated by Bimson.

Solely in order to expedite prosecution, and without conceding to the merits of the rejection of the claims as previously presented, Applicants have amended independent claims 1, 8, and 15, and Applicants submit that Bimson fails to teach all of the features recited in amended claims 1, 8, and 15. For example, claim 1 recites, in part:

selecting an item for sale on the e-commerce website on the Web page to modify, the item having one or more attributes related to the item displayed on the Web page, wherein selecting the item provides causes the web page editor to display an interface for editing the one or more attributes of the item;

editing the item on the Web page using the graphical user interface to create an updated version of the Web page, wherein editing the item include updating one or more attributes of the item;

submitting the edited item to the Web site;

receiving the updated version of the Web page over the Internet communication link, the updated version of the Web page displayed the attributes related to the item, including the one or more updated attributes;

Bimson fails to teach or even suggest these features.

Bimson does not teach or even suggest “selecting an item for sale on the e-commerce website on the Web page to modify, the item having one or more attributes related to the item displayed on the Web page, wherein selecting the item provides causes the web page editor to display an interface for editing the one or more attributes of the item” as recited in claim 1. Instead, in Bimson, a site administrator may assign a project to create a new web page or to edit existing web page content to an author. See Bimson, paragraph [0024]. Bimson does not teach or even suggest that an author may select an item for sale on an e-commerce website, which causes a web page editor to display an interface for editing the attributes of the item. See Applicants’ Specification as Filed, page 13, lines 1-23, and Fig. 3. The interface illustrated in Fig. 3 enables a manager of a store based on an e-commerce website to easily update attributes of products for sale, such as the price, feature information, and product image, without requiring the manager to directly edit the content of the web page. See Applicants’ Specification as Filed, page 5 lines 1-7. Bimson does not teach or even suggest providing such an interface that would facilitate the updating of item attributes without requiring a page author to edit the HTML or other code used to construct a page.

For at least the reasons provided, Bimson fails to anticipate Applicants’ claim 1. Independent claims 8 and 15 should also be in condition for allowance for similar reasons as claim 1. Claims 2, 6, and 7 depend from claim 1, claims 9, 13, and 14 depend from claim 12, and claims 16, 20, and 21 depend from claim 15, and claims 2, 6, 7, 9, 13, 14, 16, 20, and 21 should also be in condition for allowance at least due to their dependence from claims 1, 8, and 15, respectively.

Accordingly, Applicants respectfully request that the rejection of claims 1, 2, 6-9, 13-16, and 20-21 be withdrawn.

Rejections under 35 U.S.C. §103

Claims 3, 10, and 17

Claims 3, 10, and 17 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Bimson.

Claim 3 depends from claim 1, claim 10 depends from claim 8, and claim 17 depends from claim 15, and the rejection of claims 3, 10, and 17 is premised on the assertion that Bimson discloses the features recited in claims 1, 8, and 15. However, as discussed above, however, Bimson does not disclose or suggest all features recited in claims 1, 8, and 15.

Accordingly, Applicant respectfully requests withdrawal of the rejection of claims 3, 10, and 17.

Claims 5, 12, and 19

Claims 5, 12, and 19 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Bimson in view of Moore.

Claim 5 depends from claim 1, claim 12 depends from claim 8, and claim 19 depends from claim 15, and the rejection of claims 5, 12, and 19 is premised on the assertion that Bimson discloses the features recited in claims 1, 8, and 15 and Moore discloses or suggests the remaining features of claims 5, 12, and 19. As discussed above, however, Bimson does not disclose or suggest all features recited in claims 1, 8, and 15. As best understood, Moore provides no teaching or suggestion that would remedy this deficiency. Therefore, the rejection is based on a flawed premise and cannot be maintained.

Accordingly, Applicant respectfully requests withdrawal of the rejection of claims 5, 12, and 19.

CONCLUSION

In view of the foregoing, Applicants believe all claims now pending in this Application are in condition for allowance and an action to that end is respectfully requested.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 858-350-6100.

Respectfully submitted,

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Attachments
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